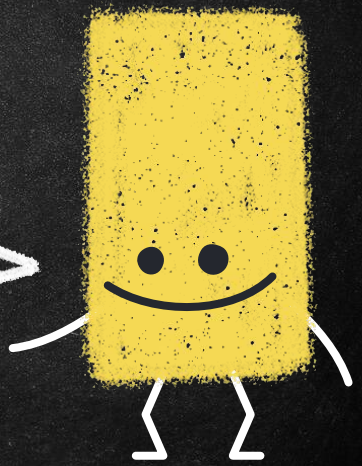
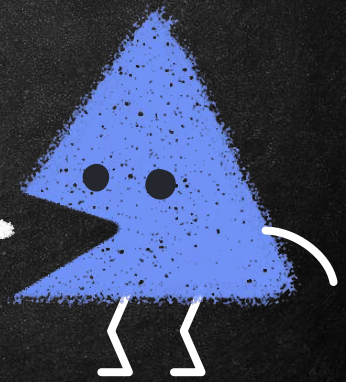
Preparing the proposal

ENG 1203– Technical Communication
Ms. Sue Ann Samlall

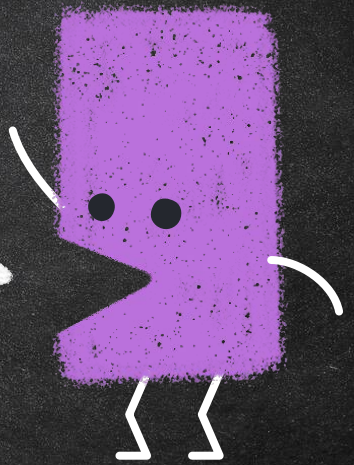


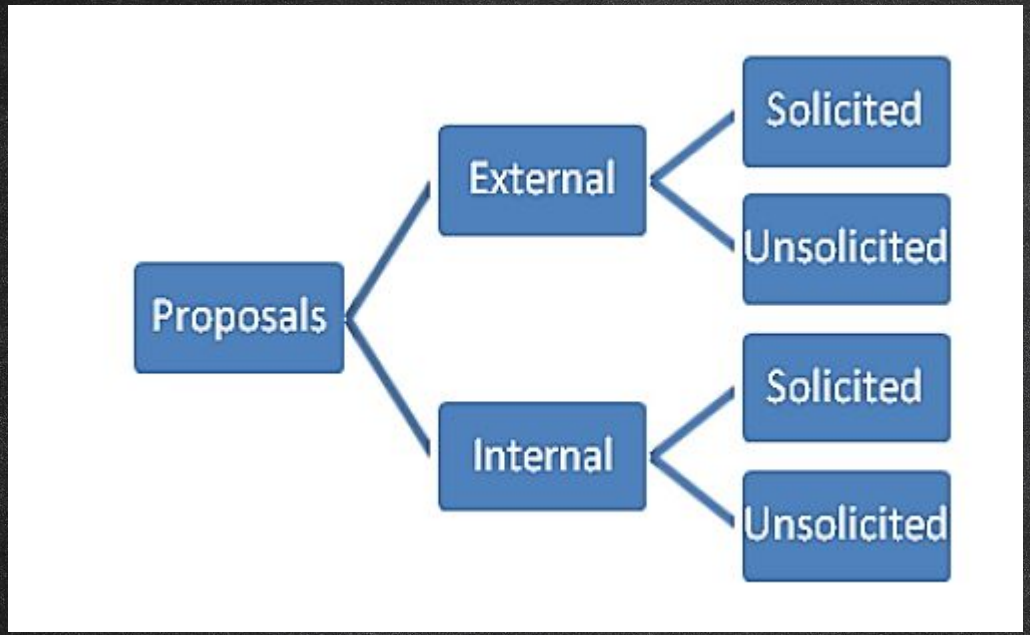
Objectives:

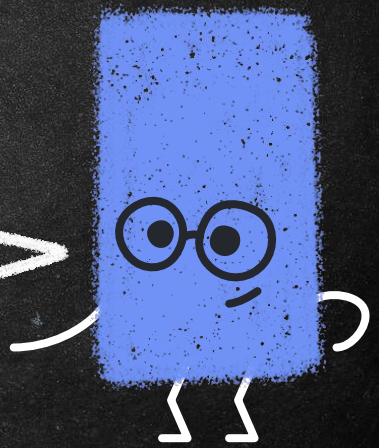
- To identify the parts and contents of a proposal
- To discuss strategies for preparing an effective proposal



According to Bovee & Thill (2021), a proposal is an offer to carry out research or to provide a product or service to a group or organization.







Logistics of Proposals

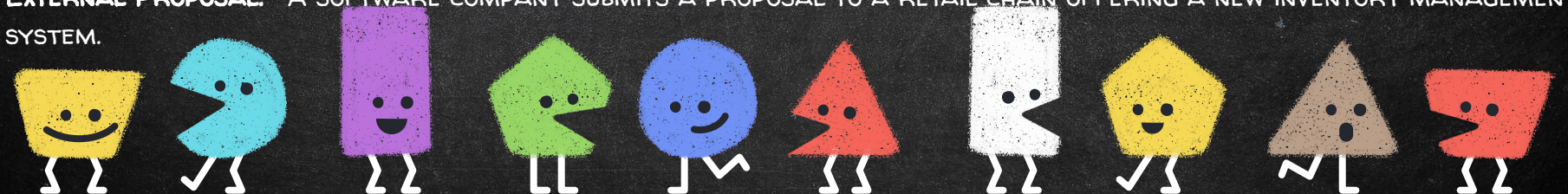
Internal vs. external proposals

Feature	Internal Proposal	External Proposal
Audience	Within the company (managers, executives)	Outside the company (clients, investors)
Purpose	To improve operations, gain approval, or allocate resources	To secure contracts, partnerships, or funding
Formality	Less formal, often in memo or report format	More formal, structured like business documents

Examples

Internal Proposal: A marketing team submits a proposal to the CFO requesting a budget increase for digital advertising.

External Proposal: A software company submits a proposal to a retail chain offering a new inventory management system.



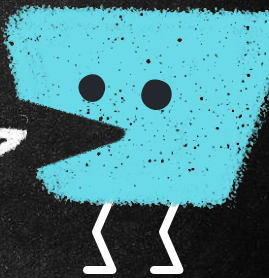
Solicited vs Unsolicited Proposals

Solicited proposals

These proposals are prepared in response to a formal request from a client or organization, such as a request for proposal (RFP), and typically follow specific guidelines provided by the requester (Bovee & Thill, 2021).

Unsolicited Proposals

These are proactive proposals submitted without a prior request, often to introduce a new idea or offer a solution that the recipient may not have considered (Bovee & Thill, 2021).



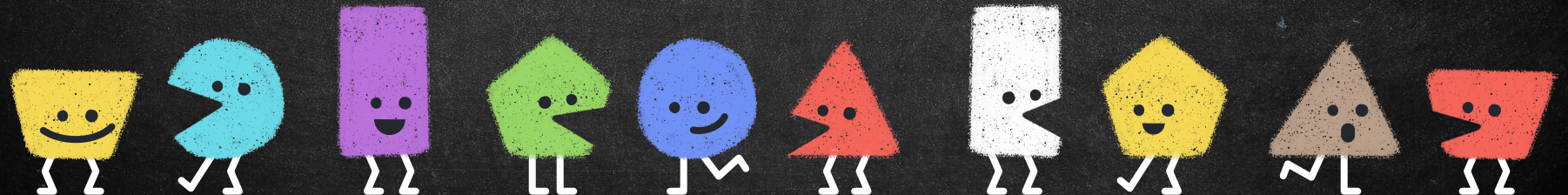
Major differences

Feature	Solicited Proposal	Unsolicited Proposal
Initiated by	Client or organization requests it	Proposal writer identifies an opportunity
Format	Follows client's guidelines and structure	More flexible, customized by the writer
Likelihood of Acceptance	Higher, as the client is already interested	Lower, as the client may not have considered the idea

Examples

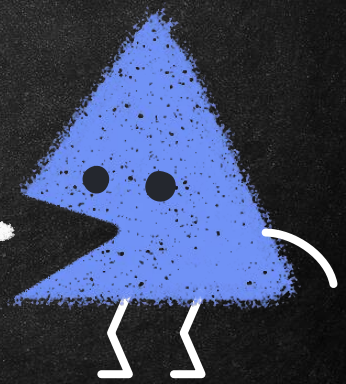
Solicited Proposal: A government agency issues an RFP for cybersecurity solutions, and a tech firm submits a detailed proposal following the RFP guidelines.

Unsolicited Proposal: A marketing agency notices a local business lacks a social media strategy and submits a proposal offering its services.



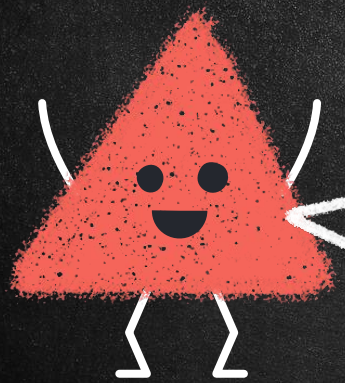
What do you know?

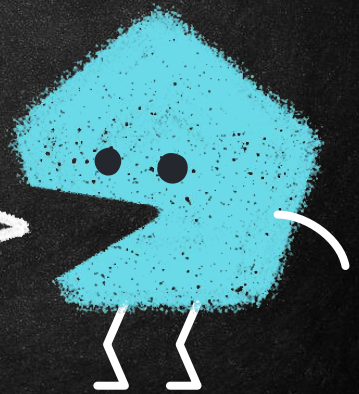
1. Who can submit a proposal?
2. Are written proposals different from oral proposals?
3. What is the difference between external and internal proposals?
4. What is the difference between solicited and unsolicited proposals?

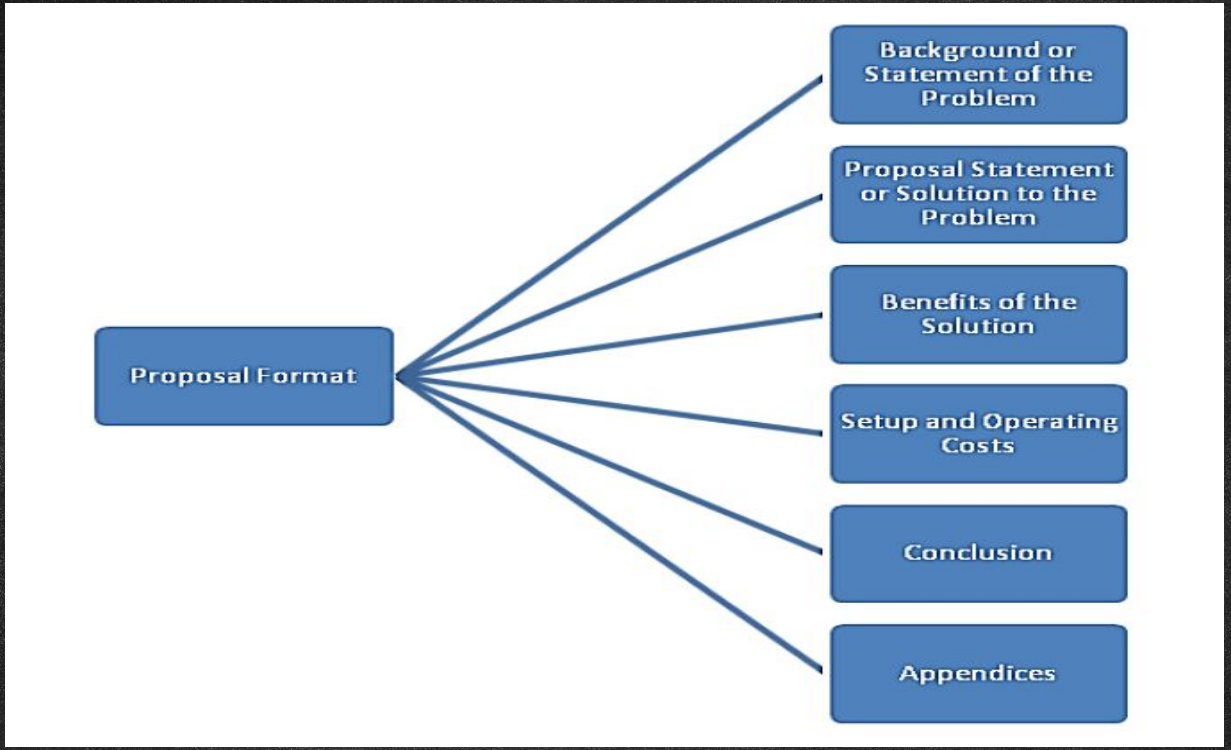


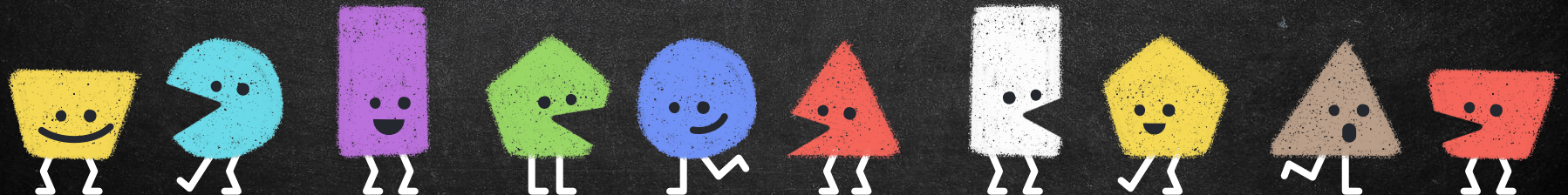
1.

Parts and contents of the proposal






Proposal Format
Background or Statement of the Problem
Proposal Statement or Solution to the Problem
Benefits of the Solution
Setup and Operating Costs
Conclusion
Appendices



Intro, Body, and Conclusion

Introduction

1. Background

   Or

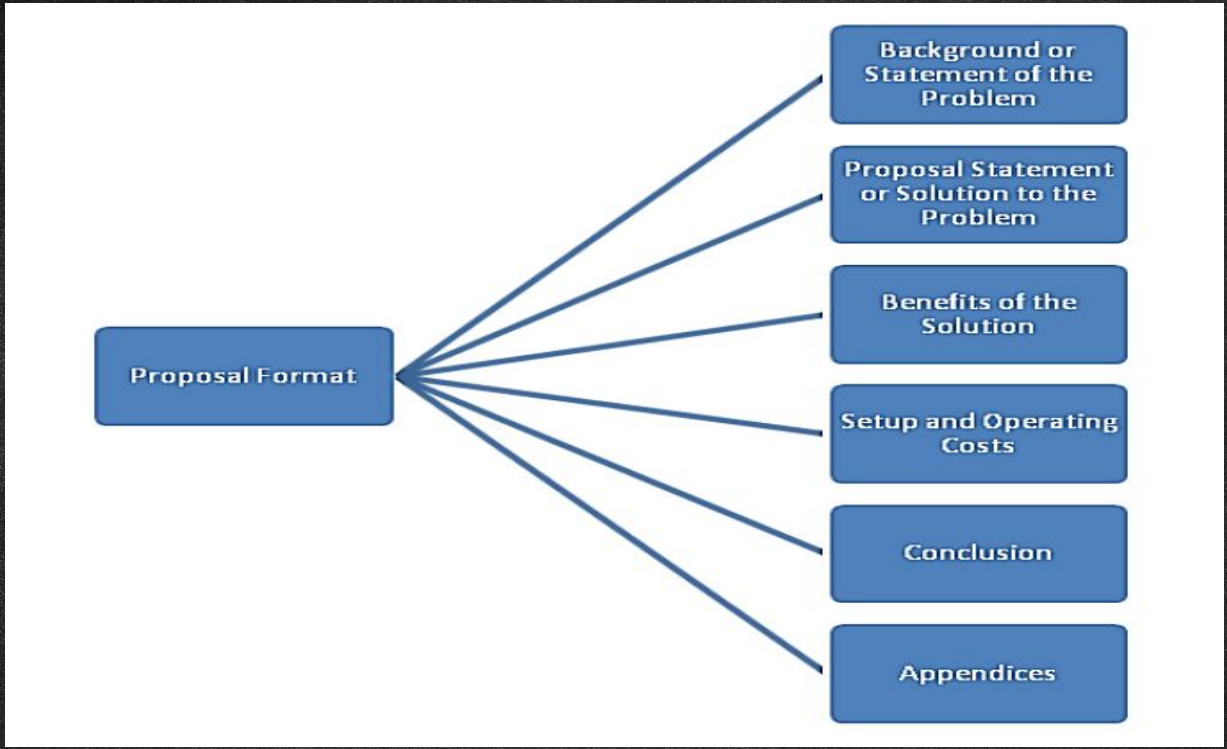
   Statement of the Problem
2. Solution to the Problem
3. Scope of the Proposal
4. Organization

Body

1. Benefits of the solution
2. Set-up and operating costs
3. Schedule for completion
4. Qualifications

Conclusion

1. Emphasize the benefits
2. Summarize key points
3. Seek action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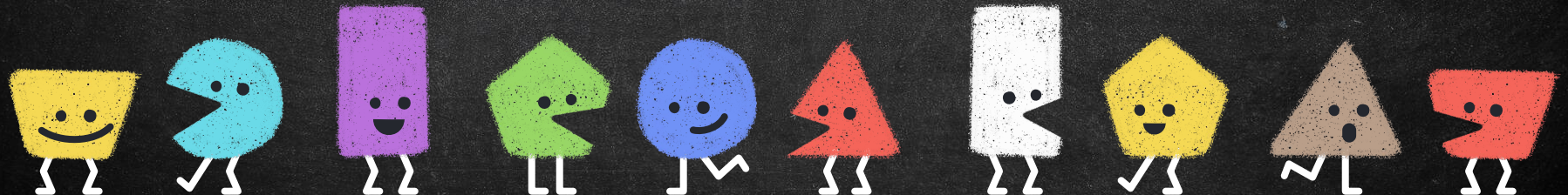
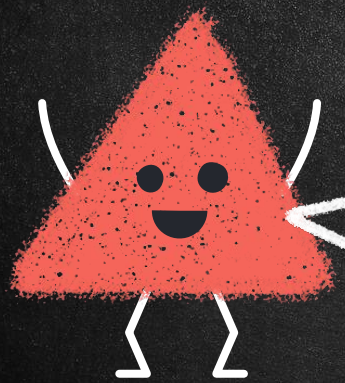
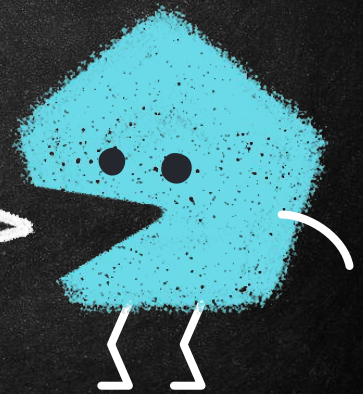


2.

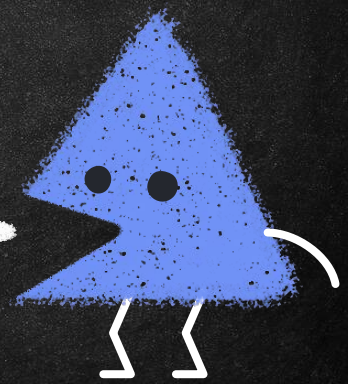
Strategies for preparing the Proposal





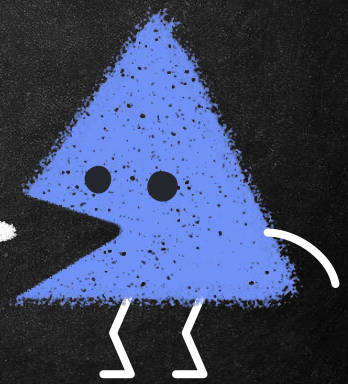
Strategy 1- Do thorough research

1. **Context-** Show that you understand the competition
2. **Scheduling-** provide clear timeline and goals
3. **Cash-** Clearly explain financials
4. **Logistics-** Prove that the solution is workable



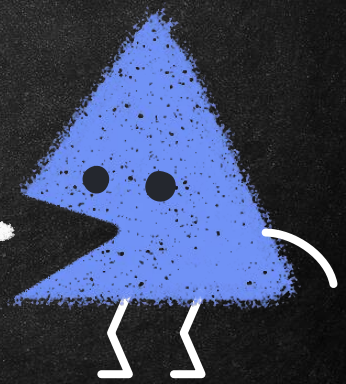
Strategy 2- Be prepared

1. Look prepared- ensure an attractive visual presentation
2. Sound Prepared- Present confidently and enthusiastically. Rehearse.



Strategy 3- Use visual aids wisely

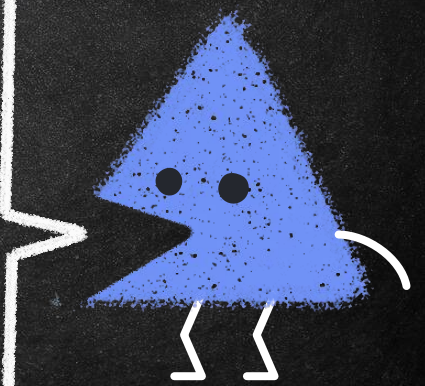
1. Keep it simple- Avoid complex terms
2. Consider the assemblage- Maintain white spaces for readability
3. Include charts, graphs, images
4. Be consistent with branding
5. Proofraed
6. Be smart with the fonts
7. Background colours matter



Strategy 4- Have a clear agenda

Presentation Outline

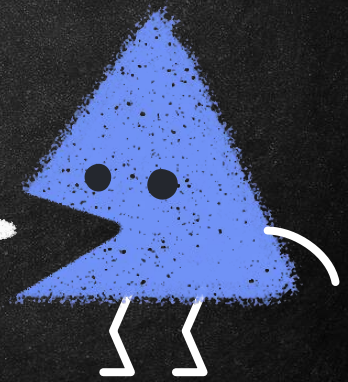
1. Introduction
2. Background
3. Problem & Motivation
4. The Company - Org. Chart Vision & Mission , Objective, Scope
5. Logo & Meaning
6. Tagline
7. BMC
8. Competitive Advantage
9. Competitive Environment
10. Target Market
11. Market Strategy



Strategy 6- Keep it short and Precise

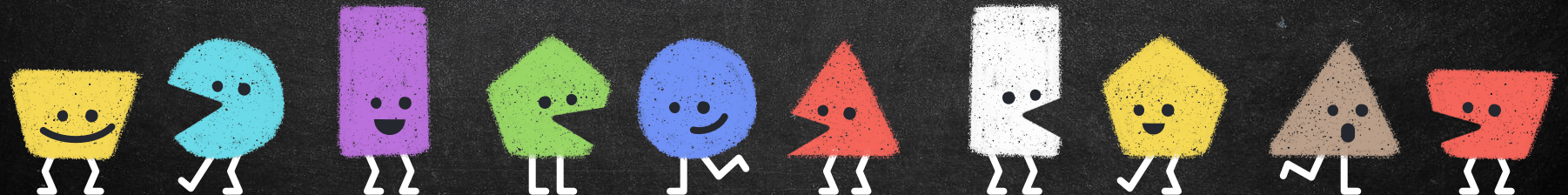
The AIDA Model in Business Proposals

- Attention: Capture interest with a compelling opening
- Interest: Highlight the client's pain points (WIIFM)
- Desire: Show how your solution benefits them
- Action: Encourage the next steps



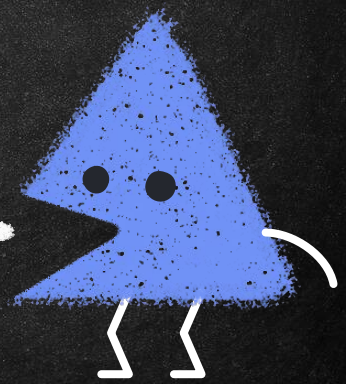
Did you pay attention?

Questions?



Source:

Bovee, C. L., & Thill, J. V. (2021). *Business communication today* (15th ed.). Pearson



STUDENTS USUALLY ASK...

1. Is this a group assignment?
2. How many marks is it for?
3. How long should the presentation last?
4. Do we need our charts and graphs?
5. Can I do a video recording?
6. Do we need a PowerPoint?
7. Do we need to submit the PPT or a write-up?
8. Does everyone need to be there and present?